



## Selecting Top Talent

### Are You Using LUCK or LOGIC?

We have all heard this story over and over again: "Our new hire had all the right experience, good references, and interviewed like a champ! But here it is, six weeks later, and he's just not working out. We can't ignore the fact that he's simply wrong for the job, and we made yet another hiring mistake. Now, we have to start all over again!"



**Better luck next time?** Not necessarily. If you continue to select talent the way you always have, you're just hoping that you'll be luckier next time. Today, with intangible assets accounting for much of a business's market value, something has to change.

So, what are the options to remedy ineffective hiring practices? And, which is the logical one?

1. Interview more people, faster!
2. Throw all your resources at recruitment!
3. Find and implement a more effective process!

If you chose number three, you are on the right track. You are beginning to realize that continuing to hire as you always have will not move your business forward. A new emphasis on identifying and retaining top talent is far overdue.

**So, are you willing to invest in a new, logical approach?  
Or are you going to test your luck against the odds?**

According to research by  
Michigan State University,

The Typical  
Interviewing Process  
Used By Most  
Companies Is At Best  
**Only 14%**  
**Effective**  
In Predicting Successful  
Job Hires.



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## Ready, Aim, Fire!

### Logical Strategies for Organizational Change

Many businesses are still practicing talent mismanagement through "fire, ready, aim" rather than "ready, aim, fire!" Although you might get lucky and this approach may work, implementing a **more logical and effective process for selecting top talent is the key to your company's future success.**



One approach starts with a clear definition of the key jobs your company has to fill. You will have a much better chance of finding the right fit for a job if you first define the job, then hire the talent that matches the job. Yet, this concept is still too new for many businesses. **Besides, is it possible to measure a job and then apply the same measurement to talent?**

**Yes! It is possible!** And you can take advantage of a patented, time-tested approach that has proven to be beneficial for many companies in the typical, "unlucky" hiring situation. TTI's job benchmarking process will help you define jobs and identify matching talent with factual, unbiased measurements. It's a matter of beginning your next hiring process by assessing the job first and quantifying its top three to five key accountabilities. The result will be a guide for objectively assessing and hiring matching talent.

**So why wait?** Increase your "luck" in finding the right person for the job by adding this new, "logical" assessment methodology to your current hiring process to help prevent poor hires and the related drain on your business. Your investment in a effective talent selection process will undoubtedly be a valuable decision in the future success of your business!

**Utilize a Logical Approach to Selecting Top Talent...  
Implement Research-Based Solutions Today!**

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